

June

Magic Lantern Society
of the United States and Canada

NEWS 2020



Click slide to see others

LOOK for those Buttons and roll-over effects

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Those Were the Good Old Days!



MLS 2020-2022 Officer Election

From Brian Rogers

Elections for officers of the Magic Lantern Society of the US and Canada are normally held at the biennial convention. Since the 2020 convention was postponed, the election will instead be conducted by email ballots to be sent to all paid-up members in June.

**Ballots Coming
Soon**

Nominees are:

President: Brian Rogers (incumbent)

Vice President: Karl Link (incumbent)

Secretary: David Evans (incumbent)

Interim Treasurer: Ron Easterday (incumbent)

Nominations are still sought for a permanent Treasurer position.

**In Your
Email**

As Seen On



Million Dollar Slide



**Link to Ebay Sale of Million
Dollar Asking Price When
First Listed**

From Matthew Schnittker

mschnitt@forttejonca.org

Hello,. my name is Matt Schnittker and I do historic wet plate photo demonstrations at Fort Tejon St. Historic Park in California near Los Angeles. For my day job, I work in technology for media and entertainment so I have a lot of interest in 19th century entertainment technologies. I recently sent in a membership form to join your society.

I want to add magic lantern shows to my public demonstrations at Fort Tejon. I have a couple lanterns. Each takes a different size slide. I'm looking for someone who can tell me which size is more historically correct for the 1850's. Any help you can give would be awesome!

Thank you for your help and advice!!

Thank you so much!! I'll focus on the wood slides and the larger domed lantern. This helps me a lot.

I've attached our newsletter from the fort in case you are interested. We are likely cancelling the rest of our 2020 summer events though.

Also, if interested, here are some views of Our web site for FTHA: <http://forttejonca.org/>



Here is a picture from a talk I gave at a local museum. You can see my two larger lanterns. Trying to decide which to use at Fort Tejon.

My personal web site with my process of learning Wet Plate Photography.



From David Evans

Hello Matt

In the 1850s slides would have been in wood mounts like the one on the left of your picture. Of the lanterns you have, I would definitely use the big metal lantern with the domed top, which should take the wood mounted slides. If you want to use the 3 1/4" x 4" slide format (popular from the 1880s on) you can get a slide carrier that will fit in the big lantern. I have not received your application form yet, but will be in touch when I do.

Thank you for your enquiry.

David Evans



Merchant Marine Recruitment Slide



From Mary O'Benar

mary@obenar.com

I'm about to ship this slide to the Merchant Marine Academy Museum. I got it on eBay long ago. All that's left of it is the image's glass, it's very fragile. Do you happen to know anything about it?

I'm hoping with your experience with glass slides that you've run into something like this before. My guess is this was used when the Shipping Board was established in 1916, but, maybe not. At any rate, it belongs in a museum more than it does at my house.

Appreciate anything at all you can tell us about this slide. Thank you--

From Larry Cederblom

Appears to be a theatre ad slide of ca 1918

This World War I poster is part of a larger collection of propaganda material issued throughout Missouri during the war. These artfully crafted posters were distributed to help recruit men for the Navy and Marines,



raise money for the war effort, and sustain public morale. This poster features an image of a ship identified as a "New American Freighter." The poster was intended to recruit men into the marines for sea training.

The U. S. Shipping Board began its training program in June 1917 and ended in 1920. There were separate programs for men with experience at sea who wanted to become officers and programs for those who had never gone to sea. They emphasized high wages at sea and set up a recruiting system through the 7,000 stores of the Rexall drugstore chain. Store managers were deputized as agents of the Shipping Board.

Source <https://missourioverthere.org/explore/collections/violette-e-m-collection/?&count=60>



To Last Months Article

Help Identifying Some Glass Slides

From David Harrison
whereisfluff@yahoo.co.uk

Hi I was hoping you may be able to help me identify some glass slides.

From Larry Cederblom

David,

I found a 1918 advertisement from Underwood & Underwood that lists your slide set and includes the number of slides in the set. See attached copy of ad and the set is listed on bottom left side of ad. Larry

From David Harrison

I did wonder if it was a number of different sets, there's 98 slides there in total, thank you that's very helpful, so it may be a complete set of 'keep the home fires burning' and there's probably a number from them great war'

Thank you very much for your help
David



A Never-ending Line of American Boys on Their Way to the Front Copyright, Underwood & Underwood

THE GREAT WORLD WAR

—the most stupendous struggle in all the world's history illustrated by *Lantern Slide Lecture Sets* covering the War's activities in France, Germany, Austria, Bulgaria, Turkey, Egypt, Greece, Switzerland, Portugal, Roumania, Servia, America, England, Italy, and Russia.

Why pay \$50.00 to \$100.00 for a professional lecturer on the War?
Send for our ready-prepared lectures—with lecture manuscript—all complete, and deliver the lecture yourself.

Bookings accepted on the following lectures now ready:

	Slides		Slides
The Great World War	105	American Army in the Making	80
Our British Allies and the World War	82	Belgium's Pathetic Story	65
The Land of Lafayette and the World War	85	On the Battlefronts of Humanity	79
Woman's Work in the World War	81	Glimpses of the World War	59

Illustrated Songs now ready:

	Slides		Slides
America	18	Star Spangled Banner	12
Battle Hymns	11	The Marseillaise	18
Keep the Home Fires Burning	17	There's a Long, Long Trail	18
Columbia	18		

Title lists may be supplied in advance.
UNDERWOOD & UNDERWOOD
417 5th AVENUE, DEPT. "EX," NEW YORK

Member Part of History - Forbes Magazine

See link below:

<https://fortune.com/2020/04/29/coronavirus-pandemics-history-spanish-flu-polio-aids-sars-swine-flu-ebola/>

scroll down to this image



Lori Spence and her husband, Mitchell Spence, visit outside the room at Life Care Center, a Seattle-area nursing home, where Lori's mom, Judie Shape, 81, is staying. Lori says Judie tested positive for the coronavirus in March 2020.

From Judie Shape
judieshape@hotmail.com

To: lesley and david evans

All of a sudden I feel like old as dirt!

Do hope all's better with you and members!

Joseph Boggs Beale

From Michael Lacobee

lacobee08@gmail.com

I believe that I have some very unique drawings from a T.S. Arthur book and most certainly seems like they are Joseph Boggs Beale watercolor art. I found them in an old piano that I got for free years ago and I wondered if you would be able to help me identify them. You can email me back or call me on my cell at

4178485464. Below are the photos that I have taken of them:

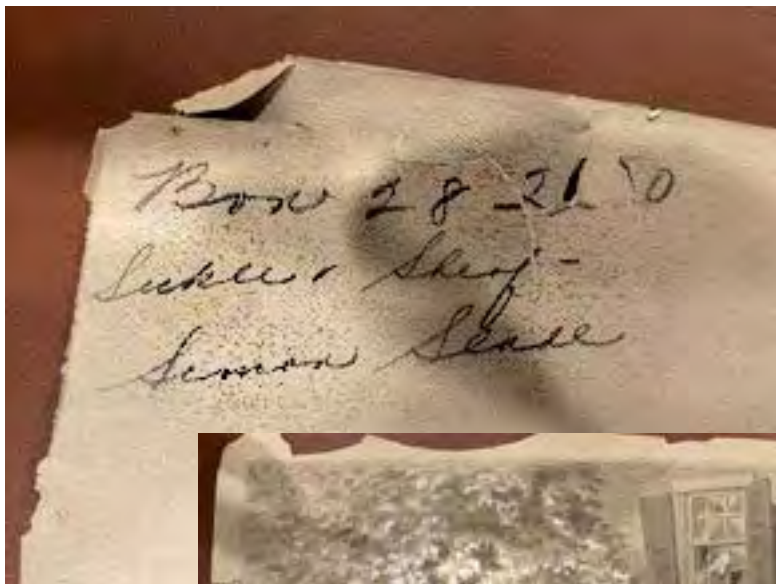
From David Evans

Dear Michael

I have passed your information to one of our members who is a Boggs Beale specialist. He will probably contact you directly.

Thank you for contacting us.

David Evans



“Slide-A-Song”

From Larry Cederblom

designerlc@comcast.net

As many of you find the current situation is allowing us to sort through our collections and revisit some of those forgotten items we have been keeping.

I found one of those items and I’m sharing with you my findings about this find.

We know about song slides and the large part they played in the use of the magic lantern. For those that might not be familiar with song slides please see https://www.luikerwaal.com/indexx_uk.htm



“Sing-along slides Romance as sweet as honey on a glass slide”

the web page by

https://www.luikerwaal.com/newframe_nl.htm?inh_thema_uk.htm

Magic lantern slides such as this were used to project the words of the chorus to encourage the audience to sing along.

The majority of the illustrated song slides were produced in the United States. Most of them came from the New York studios of Scott and Van Alton and of Dewitt Wheeler. Both companies turned out thousands of slide sets each year.

Usually a complete set consisted of two parts, one with the words and one with the pictures,

mostly photographs of enamoured couples in romantic settings, which the lanternist would show at appropriate moments while the audience was singing along. Both companies often used extraordinary complex techniques, with hand coloured photographic montage effects involving the superimposition of several images, and that without the help of computers and a modern advanced photo processing program like Photoshop.

But Did You Know About “Slide-A-Song”



Finding an Oct 1980 postmarked envelope addressed to Society cofounder Joseph Koch from the “Slide-A-Song” Company inspired me to do some research about what was inclosed in the envelope.

continued next page

"Slide-A-Song" continued

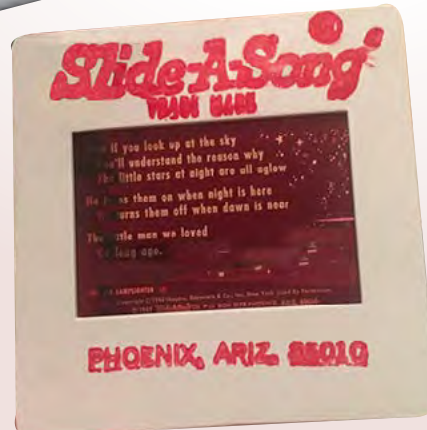
Enclosed in the envelope was a cover letter, a two sided 11x17 page listing programs and images of other products, a page of specials from their slide libraries, and a two sided 11x17 page listing the 371 singles that were available.

The company

On Friday, February 3, 1967, a U.S. Federal trademark registration was filed for "Slide-A-Song" producing photographic transparency slide mounts of songs. Trade mark expired 1/26/1989.

"Slide-A-Song" was located at 3109 East Puget Ave, Phoenix Arizona. An article in the June 15, 1968 featured information about the company and its success for its first year in business. The company was headed by Clyde Hunnicutt Jr.

They advertised in The Rotarian, promoting slides for group singing at parties, theaters, restaurants and similar locations.



1980 Rotarian Ad



1980 Products from "Slide-A-Song"



continued next page

“Slide-A-Song” continued

JUNE 15, 1968, BILLBOARD

Slide-A-Song Swings Along

NEW YORK — Slide-A-Song, manufacturer of color slide films containing song lyrics, illustrated with cartoons, has doubled its business in one year, and is now scheduling a large increase in its song titles. Headquartered in Phoenix, and headed by Clyde Hunnicutt Jr., the company now has a library of 266 standards, used by permission of the copyright owners, and available as a sing-along idea for parties, theaters, restaurants and similar locations. Hunnicutt in the next 12 months estimates he will increase the library to 800 titles.

The slides, which are stills on 35mm film, can be inserted in any two by two-inch projector and shown on a wall or screen.

Slide films were one of the earliest forms of song-plugging and were used in saloons and restaurants and other public places prior to the vaudeville era.



Post card front and back

There were a couple of sellers on E-bay that had “Slide-A-Song” slide sets for sale. Also there was a post card for the company that was also on Ebay.

If you have any images of the slides from the “Slide-A-Song” Co. please share them with us and any additional information you might have about them. Send to designerlc@comcast.net

Please Share!

You could gain more information about the object or subject your most interested in!

Coco-Cola slides

From David Evans

Dear Jeanne

They are magic lantern slides - specifically, advertising slides, possibly from 1920s to 30s. They may have been used in theatres, but also sometimes in automatic projectors used in stores etc.

Anywhere where the public were, advertising was placed to get improved sales. In the case of your slides, perhaps in cafes, restaurants, railway stations, bus depots etc.



From: Jeanne Rollins

jjr74@sbcglobal.net

Dear Sir or Madam:

I stumbled upon your organization trying to find out about some slides I have. I'm wondering if they are a type of Magic Lantern Slides. I've included pictures of the slides and the box. I appreciate any help you can give me.

Thank you.
Jeanne Rollins



They are quite collectible these days.

Thank you for contacting us.

David Evans

response

To Last Months Article

Wanted Information About Slide

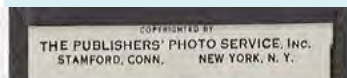
? about the year
type of plane
volcano name/location



From Larry Cederblom

My son the historian of old aircraft believes the plane is a Fokker D7. Single seat, straight top fuselage line, flat engine nose and same wing braces

Slide producer location and years at location



Publishers Photo Service, Inc. has 4 locations.

Studio or Business (1915)	Studio or Business (1918)	Studio or Business (1922-1932)	Studio or Business (1933)
253 Broadway New York, NY USA	30 East 42nd Street New York, NY USA	425 5th Avenue New York, NY USA	105 West 40th Street New York, NY USA

response

To Last Months Article

Antique Delft Tile

From Auction Team Breker

Hello David,

Thanks for the new issue, your a.m. article sounds very interesting, I have 2 other motifs in my collection, please see attached: Magic Lantern again and a Peep Show

But I would date them in the early 1800s, or where comes the early 1660-70 from.

Wish you & your family good luck and stay healthy !!!

Very best regards,

Uwe H. Breker

Dear Marcel

We have had a response from a member in Germany who has two similar tiles - background the same, image different. His are definitely a magic lanternist and a peep show operator. He dates them to early 19th Century. How have you established the date of yours?

Regards

David



More about 17th Century Tile with Magic Lantern next page

17th Century Tile with Magic Lantern?

From Gwen Sebus

Dear David, dear Marcel,

In the May 2020-ePublication there was a picture of a 17th century Delft tile with a 'magic lantern' on it.

Last year I did a lot of research on Dutch Delft tiles with a magic lantern or peepshow on it. My first question is on what grounds is concluded that Marcel's tile is a 17th century tile? Dutch Delft tiles are very well researched. To accurately date a Delft tile, you need to look at the size, the thickness, the glaze, the color, the way it is painted, the used corner motif, the back of the tile with numbers, trademarks and other marks, etc. The market is replete with a lot of replica's, forgeries (specially 17th century tiles) and brand new tiles. Some factories have been producing Delft tiles for more than 400 years.

Is it a 17th century tile? I am not sure for lack of specific information (but I do not claim to be an expert).

To satisfy my curiosity, I first looked in the available documentation for tiles with the same corner motifs. This tile has as corner motif the 'ossenkop' (ox head). In several reference books and data bases I studied last year, I could only find 19th century tiles with a magic lantern with the corner motif 'spinnenkop' (spider). As far as I can determine, the 20th century tiles with a magic lantern have as corner motif 'ossenkop' (ox head). I did not find 17th and 18th century tiles with a magic lantern painted on it.

In my most important reference book (De Nederlandse Tegel/ The Dutch Tile 1570-1930 by Jan Kruis) I found 49 varieties of the ox head corner motif. The corner motif on Marcel's tile (with two lines and a U) is as such not specifically mentioned in the book but is clearly a variety of the more common ox head motif with two lines and a V. Tiles with an ox head corner motif were produced from about 1625 till 1700, but mainly around 1650. Most tiles I found with the same corner motif as Marcel's tile (with the U) were dated 1625-1670. Only a few tiles were dated 1670-1700. This

is important, because most ox head motif tiles were made before the invention of the magic lantern!

After 1700 other corner motifs were used on Dutch tiles. Only from 1900 and onwards, the ox head corner motif was used again.

Is it really a magic lantern on Marcel's tile? If we consider the image of the magic lantern in the book of Athanasius Kircher (*Ars Magna Lucis et Umbrae*, second edition, 1671) as the first image of a magic lantern, the image on the tile should be painted between 1671 and 1700. However, I never found any image of a magic lantern in a book where the image remotely looks like the image on this tile. In fact, I never found any image of a magic lantern that was carried with straps over the shoulder or under an arm, like the image on the tile, neither before or after 1700 (see the *Lantern Image* books by David Robinson). One of the reasons that makes me believe this is not a magic lantern is that the magic lantern was a novelty in the 17th century. If the tile painter wished to paint a novelty he would have painted the magic lantern in a much more prominent way. For the same reason, that thing the man on the tile holds before his head - what David thinks it might be a panorama slide - does not look like a long slide to me. Why should the painter paint that in 1671 or later? At first sight, to me it looked more a telescope with its case. To be fair, I have not found a tile with a telescope either, but at least the telescope was invented in the early 17th century. I asked the volunteers and employees (all very interested in the 17th century) of the Huygens' Hofwijck Museum if they had any idea what is on the tile (Hofwijck in Voorburg, Netherlands, was built in the 17th century and was the house of the inventor of the magic lantern, Christiaan Huygens). One volunteer suggested that what the man is holding in his left hand, is a ruler.



So he might be a carpenter with a ruler in his left hand and a drawing of a building under his right arm. He might also be an instrument maker and that 'thing'

under his arm might be a (string) music instrument. The best answer came from a volunteer and historian. The man on the tile is a land surveyor (geometrician, in Dutch landmeter) with a ruler in his left hand and under his right arm his instrument for surveying. It is (probably) a Hollandse Cirkel (Dutch Circle), also called Circle of Dou. It was invented in the 17th century (around 1610) by the Dutchman Jan Pieterszoon Dou (1572-1635). He lived and worked in Leiden, only 3 kilometers from my house. Examples of this instrument are in the Boerhaave Museum in Leiden, now closed



because of the corona virus. I have here a picture of a Hollandse Cirkel from around 1650.



I had also a look at the clothes of the man on the tile. The profession of land surveyor was in the

17th century very respectable and the surveyors were well dressed. The clothes of the man on the tile are consistent with the clothes of surveyors in the 17th century. The collar he is wearing was used around 1640 in The Netherlands. So I think it is a surveyor with his Hollandse Cirkel (see https://nl.wikipedia.org/wiki/Jan_Pieterszoon_Dou).

Although it is not a tile with a magic lantern in my view, it is very beautiful and rare tile.

Gwen Sebus, The Netherlands

I'VE BECOME A CONTRIBUTOR TO IMDb!

Internet Movie Database

From Tom Rall

I've had time to learn several things during stay-at-home! An important first step was devising a way to photograph lantern slides to begin to sell some of my market inventories on eBay. I did that for the first time during May and was pleasantly surprised with results netting 200 per cent more than my flea market, society, and photo show prices

A second, long-delayed undertaking was beginning to take a serious look at my collection, both to remind me what is there, get it organized a bit more, and cull a few more items to sell on eBay in June.

An aspect of that, perhaps a story for another time, was first beginning to sort Native American photographic images, which I have promised for years to show to Paula Fleming, a friend who co-authored a book on the subject for the Smithsonian's Ethnography Division, of which she is a retired archivist.

So, I started with that getting through at least half of the few hundred native images, which are a significant part of my own collection accumulated during the last 25 years. Then I began to look at my previous alphabetical sorts. I started with A: Advertising, Alabama, Alaska, Announcements etc.

After a couple of days, mostly spent on Civil War, I came to Coming Attractions—a modest single box, most of which were culled early in my collecting/dealing career because I later decided to concentrate on photographic images, which has recently become a United States focus.

But I always liked the coming attractions, documenting as they do the Industrial Revolution and its transition from the first projected photographs from 1849, when the Langenheim Brothers of Philadelphia first developed the process for printing a positive image on glass, to film which led to Moving Pictures, the Movies beginning in the late 19th Century. And into the 20th Century, where the coming attraction slide prospered as an adjunct though the overlapping vaudeville, nickelodeon, silent, and talkie movie eras of the first half of the Century.

I decided to date the movies for which I own slides. And that quest took me immediately to The Internet Movie Database (IMDb) <https://www.imdb.com/> which I'd describe as the Wikipedia of the projected image. I was first introduced to it at the turn of the millennium by my young nephew Micah Baskir, then a student, now a Hollywood documentarian. Along with my slides, I had some IMDb printouts from 1999, probably the last time I seriously consulted the site!

What I learned then was that IMDb had information on practically every film ever made, but I had three for which it had no record that I could find in 1999. One missing record then was for this slide:



Now, in 2020, IMDb has a record of the film's existence in the "filmography" of the Actress Ethel Grandin, shown in the slide perhaps revealing a hint of cleavage! Released in 1915, the filmography has a link to information about The Mysterious Visitor https://www.imdb.com/title/tt0832921/?ref_=nm_filmg_act_11. There a plot for the "short" film has been added, but none of the other cast members have been yet identified, nor has the film been rated, which suggests it may no longer be in existence, evidence of the ephemeral nature of both the slide and the movie itself.

At any rate, also missing was any image for the film itself, a rarity for the site. Since I had this image, and also fourteen more slides for other films with missing images, I decided that I should become a contributor of photographs of my slides.

Doing so was actually surprisingly easy as the site is designed to facilitate public participation after one becomes a member, which requires only an email address, and is free. But I did have to make a decision. I had to select the type of image. Offered were seven options, none of which referenced "Coming Attraction Slide." I settled upon "Publicity" as the best option and used that for all 15 slides.

And so that is, in brief, how I've become a contributor to IMDb. And I hope other members of our society might do likewise. Our coming attraction slides are certainly part of movie history!

P.S. On ebay I'm seller Marketflea. If I'm selling anything currently, you can find it here.

A Big Thank You to the following:

contributing to this months issue.

Mary O'Benar
Auction Team Breker
David Evans
David Harrison
Michael Lacobee
Tom Rall
Brian Rogers
Jeanne Rollins
Matthew Schnittker
Gwen Sebus
Judie Shape

Now it's your turn to share!

Do you have a favorite site or a collection of images you would like to share with the rest of the society?

E-mail Larry



Welcome New Members

Matthew Schnittker

28337 Milbrook
Castaic
CA 91384
USA

Ph: (661)644-1859

E: mschnitt@gmail.com

Technology manager - media &
entertainment

Interests: mid 1800s lanterns and slides.

Volunteers at Fort Tejon National Historic
Park, CA.

Gerald F Kern

414 E. Moody Avenue
New Castle
PA 16105
USA

PH: (724) 510-4226

E: myshoeroom@yahoo.com

He is retired, interested in lanterns, slides
and literature and his address is the
location of the first theatre of the Warner
Bros.

**Please
be a part
of the New
Gazette
Format**



Help us to increase communication
to and between members of the
society. Our membership includes
performers, collectors, academics, and
others interested in the history and
showmanship of the era, and we know
that members want more information
about events, "how to's", and collections
in addition to historical pieces.

Contact Editors

David & Lesley Evans to contribute
E: mechmusicmuseum@aol.com